

GULFPORT REDEVELOPMENT COMMISSION
Request for Proposals
Marketing Services for the Mississippi Aquarium

The Gulfport Redevelopment Commission, the urban renewal agency of the City of Gulfport, Mississippi (the "GRC") will accept sealed proposals from qualified firms for professional marketing services for the Mississippi Aquarium. Such services may include advertising, branding, communications, website development and maintenance, developing a social media strategy, market research and such other general marketing related services, including promotional publicity and advertising plans as may be requested from time to time by GRC. Firms may make proposals for all services outlined or for limited or specific services, such as focusing entirely on either website design and maintenance or the creation of selected marketing materials.

Delivery – **One (1) original, five (5) hard copies and two (2) digitally converted copies** of the proposal shall be submitted. All proposals must be submitted to the Gulfport Redevelopment Commission, c/o Procurement Office, Attn: Connie Debenport, CPPB, 1410 24th Avenue, Gulfport, MS 39501, no later than **4:00 o'clock p.m. local time, April 4, 2016**, after which they will be delivered to the Board of Commissioners for consideration. Any proposal submitted after the above stated date and time will be returned unopened.

The Board of Commissioners of the GRC will evaluate the proposals and select the firm(s) or individual(s) to provide marketing related services to the GRC based upon the following set of criteria:

1. The extent of experience with coordinating and providing marketing services of the firm or individual(s) who are proposing to provide services.
2. The demonstrated success on past similar projects by the firm or individual(s) who are proposing to provide services.
3. The level of educational background, knowledge, professional and technical expertise in performing similar marketing related services of the firm or individual(s) who are proposing to provide services.
4. The demonstrated capacity of the firm or individual(s) to complete the work in a proper and timely manner given the current workload and staff of the proposer.
5. The proposed cost of performing the work requested in this request for proposals as stated by the firm or individual(s).
6. References.

Questions – All questions regarding this Request for Proposals should be directed to Connie Debenport by e-mail: cdebenport@gulfport-ms.gov or facsimile (228) 868-5704 and to Steve Hendrix by e-mail: Steve.Hendrix@butlersnow.com or facsimile (601) 985-4500, *not less than five (5) business days* prior to the proposal due date. All questions must be submitted *in writing*; telephonic inquiries will not be considered.

The GRC will review and rate all proposals and may determine an interview list of the responders whose proposals are highest rated based on qualifications and information provided. The GRC retains the ultimate authority in making these determinations and reserves the right to accept or reject any or all proposals, to waive informalities and to award contracts to multiple proposers. Upon final selection and a determination made by the GRC's governing authority, negotiations may commence and a written contract may be awarded to the firm(s) whose proposal(s) is determined by the governing authority to be the most qualified.

The successful firm(s) must adhere to the City and GRC's policy concerning non-discrimination without regard to race, creed, color, age, sex, national origin or handicap.

The GRC reserves the right to reject any and all proposals, in whole or in part, and to discontinue contract execution with any party at any time prior to final contract execution. The City and GRC are equal opportunity employers.

Direct contact with any City employee, GRC Commissioners, including the Administration and City Council on the subject of this proposal is strictly forbidden. Violation of this paragraph will result in disqualification of your submission.

Publish Two (2) Times in Legal Section: 02/29/2016 and 03/07/2016.

Send Invoice and Proof of Publication To: Gulfport Redevelopment Commission
c/o Procurement Office
Attn: Connie Debenport , CPPB
1410 24th Avenue
Gulfport, MS 39501
Email: cdebenport@gulfport-ms.gov

Send Additional Proof of Publication To: Steven M. Hendrix
Butler Snow LLP
1020 Highland Colony Parkway, Suite 1400
Ridgeland, MS 39157
Email: Steve.Hendrix@butlersnow.com